

★ BALLET
★ OPERA
★ CONCERTS

RESTAURANTS TO REMEMBER

THEATERS ★
NIGHT LIFE ★
ENTERTAINMENT ★



HONOR SET . . . "A Night in Memory of Nat 'King' Cole" is being presented in honor of the late entertainer Friday, Dec. 10, beginning at 8:30 in the Music Center. On the program will be such stars as Nancy Wilson, Bob Newhart, Nelson Riddle, Gogi Grant, Frankie Lane, the Krofft Puppets, Juliet Prowse, Maury Wills, Allen & Rossi, and many others, who are donating talent for the Nat "King" Cole Cancer Foundation benefit.

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"Sergeants 3"
—plus—
"Islands of the Blue Dolphins"

Dec. 5-6-7
"The Sandpiper"
—plus—
"Station 6 Sahara"

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AT EL CAMINO . . . Popular vocalist Glenn Yarbrough will sing such well-known Yarbrough specialties as "Baby the Rain Must Fall" and "It's Gonna Be Fine" during a concert appearance at El Camino College Friday, Dec. 10. The vocalist, an avid sailor, will appear in the men's gym on campus at 8:30 p.m.

Sailor, Scholar, Singer Yarbrough to Appear At El Camino College

Glenn Yarbrough, singer, sailor, and scholar, will appear at El Camino College Friday, Dec. 10, at 8:30 p.m. A scholar as well, the vocalist has hopes of establishing a school for underprivileged children in Montegro Bay, Jamaica. The school would offer a "great books" curriculum patterned on the system used at St. John's College in Annapolis, Md., which Yarbrough attended.

IN 1955, Yarbrough enrolled at Mexico City College and began to study classical Greek and pre-Socratic philosophy. He anticipated a career in teaching as a philosophy professor, but five years with the Limelighters ended that. The Limelighters broke apart by mutual agreement and Yarbrough began to tour the country on his own. He has since appeared on several television shows and has made several nightclub appearances.

Yarbrough is best remembered by El Camino students as a member of the Limelighters. In recent years, he has been on his own and has had great success as a "single."



BACK IN AREA . . . Frankie St. Clair, popular entertainer and vocalist, is appearing at Southwest Bowl, 11633 S. Western Ave., just south of Imperial Highway. St. Clair has attracted a lot of local attention among local fans with appearances at Little Caesar's, Tip-Top Club, and the Plush Horse.

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Liquor Store Investment Not Always 'Sure Thing'

The liquor store business, highballing along at a rate that generates \$5 billion in taxes each year, is not proof against failure for the unwary investor, warns the Bank of America.

"The liquor store that is well planned, adequately capitalized, skillfully merchandised and carefully operated will provide a good income and a nice living for the owner," states the bank's "Small Business Reporter."

But, the "Reporter" notes, "as in any retail business, there are long hours of hard work and responsibility. There is no retail Utopia."

THE "AVERAGE" liquor store owner will invest between \$52,000 and \$92,000 in the business, including license, says the publication, which is available through any Bank of America branch.

FOR this investment he will get a store of 1,500 to 3,000 square feet, equipped with all necessary fixtures and equipment and an inventory worth slightly over \$17,000.

His basic merchandise "doesn't lose its money value, doesn't come in a wide range of colors, sizes, widths, and length to stock, doesn't spoil, and doesn't go out of style."

BUT HE IS competing with nearly 10,000 other retail outlets in "a complicated industry, alive with controversy and intricately laced with regulations (which are) constantly changing."

FOR him to succeed, the "Reporter" recommends a blend of capital, experience, and management skill.

IN addition to the cost of the business, the store owner should have enough cash reserve to provide for living and store expenses until sales build up.

AS FOR location, the publication points out that "because liquor is fair traded and costs the same everywhere, a good location is that much more important for the liquor store in California."

Adequate parking is labeled a necessity. Some other ingredients in the "Reporter's" recipe for success:

- Buying — knowing how can mean the difference between success and failure of the independent liquor store.
- Management — means knowing what costs are, what profits are, and where improvements must be made to weave all phases of the business into a smooth merchandising operation.
- Employees — must be carefully chosen because the store owner is responsible for any infractions of ABC laws they commit.
- Charge accounts — caution! Liquor, once consumed, is gone forever and paying for it "next month" is like buying dead horses.

WITH ALL outlets selling basically the same merchandise at the same prices, "reasons for buying at one store instead of another . . . eventually boil down to one: service."

B-4 PRESS-HERALD
DECEMBER 1, 1965

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My Neighbors

"Ugh! What kind of witches' brew is that!?"

Portofino Inn Hosts GOP Group

Former U. S. Attorney Laughlin Waters will discuss his gubernatorial candidacy with the South Bay Republican League at 7:30 tonight at Portofino Inn, Redondo Beach.

The Los Angeles attorney should feel at home at Portofino. He is an officer in the corporation headed by Miss Mary Davis which owns and operates the Portofino resort properties in the Redondo Beach yacht harbor. Others who have met with the league are George Christopher, Goodwin J. Knight, and Joe Shell.